

Unleashing the Power of Strategic Communication: A Shield Fortifying National Security

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Abstract

This research paper explores the role of strategic communication as a defense mechanism in the context of national security in Sri Lanka. The paper aims to analyse the significance of strategic communication in shaping public opinion and countering threats in the country. It examines the various strategies and challenges associated with implementing effective strategic communication practices. Through a review of existing literature, case studies, and expert opinions, this research paper provides valuable insights on strategies and methods to overcome the challenges associated with implementing effective strategic communication practices. This research paper focuses on key fundamental research questions as below. What is the significance of strategic communication in shaping public opinion and countering threats within the national security landscape of Sri Lanka? And what are the strategies employed and challenges faced in the implementation of effective strategic communication practices in Sri Lankan context? The research objectives are twofold whereas, to analyse the significance of strategic communication in shaping public opinion, countering threats, and achieving policy objectives in Sri Lanka's national security context. And to examine the strategies employed and challenges faced in the implementation of effective strategic communication practices in the specific socio-political context of Sri Lanka. By addressing these research questions and objectives, study intends to provide valuable insights into the application of strategic communication as a defense mechanism used in national security in concluding remarks.

Keywords: *Strategic Communication, National Security, Sri Lanka*